



What are you waiting for?

Join the Australian Organ Donor Register online today donatelife.gov.au

 [facebook.com/DonateLifeAustralia](https://www.facebook.com/DonateLifeAustralia)

 [@DonateLifeToday](https://twitter.com/DonateLifeToday)

 [@DonateLifeToday](https://www.instagram.com/DonateLifeToday)

WHAT CAN I DO?



WHAT CAN I DO?

This DonateLife Week, we need your help to encourage more Australians to join the Australian Organ Donor Register online, and to share their decision with family and friends.

While the majority (81%) of Australians view registration of donation decisions as important, less than a third have signed up to the national Register.

This Supporter Kit contains information and resources to support your involvement in DonateLife Week 2016 (Sunday 31 July – Sunday 7 August).

DonateLife Week is Australia's national awareness week dedicated to promoting organ and tissue donation and is led by the Organ and Tissue Authority (OTA) in partnership with DonateLife agencies in every state and territory and other key stakeholders.

DonateLife Week is a key part of the Australian Government's national reform program to increase organ and tissue donation and transplantation outcomes in Australia.

Why is registration important?

Registering on the Australian Organ Donor Register (AODR) is important because it leaves your family in no doubt of your decision to save lives as an organ and tissue donor. In 2015, 91% of families agreed to donation proceeding where their loved one was a registered donor. This compares to just 52% of families that agreed to donation where their loved one was not a registered donor and the family had no prior knowledge of their loved one's wishes.

To optimise every potential organ and tissue donation, we need every Australian family to decide and register their donation decision, and to discuss and know each other's donation decisions.

Families of registered donors almost always agree to donation proceeding, and people who register their donation decisions are more likely to initiate family discussion.

In Australia, families play a crucial role in the donation process because they are asked to confirm and agree to the donation decision of their loved one. Families also provide vital health information about their loved one to help facilitate the donation process.

DonateLife Week is a great time for all Australians to discover the facts about organ and tissue donation, join the AODR and share their donation decision with family and friends. It's also important that you ask and know their donation decision.

Why is organ and tissue donation important?

Organ and tissue donors save and transform the lives of people who are usually very ill or dying because an organ is failing. They may suffer from inherited conditions, through to illness, accidents and genetic defects.

People of any age regardless of gender, ethnicity or religion can one day need a transplant.

While in any one month there are around 1,500 people on transplant waiting lists, the opportunity for organ donation is rare. Each year only around 1% – less than 1,000 – of all hospital deaths are in the specific circumstances where organ donation is possible, with the patient dying in an Intensive Care Unit or Emergency Department on a ventilator.

It is important however to know that many more people can become tissue donors as the circumstances required are less restricted and can occur up to 24 hours after death, regardless of where death occurred.

**WHAT ARE YOU WAITING FOR?
REGISTER YOUR DECISION ONLINE
TODAY TO SAVE LIVES!**

HELP END
THE WAIT



HELP END THE WAIT

What we want people to know

- This DonateLife Week Australians are being urged to join the Australian Organ Donor Register (AODR) online to help end the wait for those in need of a life-saving transplant.
- With around 1,500 Australians on transplant waiting lists today, we need to optimise every donation opportunity to save more lives.
- Registering on the AODR is important because it leaves your family in no doubt of your decision to save lives as an organ and tissue donor.
- Nine in 10 families uphold the decision of a registered donor – it provides comfort to families in knowing what their loved one wanted.
- This compares to just 52% of families agreeing to donation where the potential donor had not registered or discussed their donation wishes.
- The AODR is the only national register to record your decision to become an organ and tissue donor.
- Only around 1% of all hospital deaths are in the specific circumstances where organ donation is possible (around 1,000 deaths in 2015). Many more can become eye and tissue donors as tissues can be donated up to 24 hours after death, regardless of where death occurred.
- Don't wait. If you are willing to save lives as an organ and tissue donor, join the AODR online today, and discuss your decision with your family and friends. To find out how to register online visit donatelifeweek.gov.au

How do I register?

- You can register online, or update your existing AODR record, via your myGov Medicare online account – or download the Express Plus Medicare mobile app – no paperwork needed!
- You can also register online or download a registration form at donorregister.gov.au
- If you previously registered your donation decision when applying for or renewing a driver's licence, you need to join the AODR to make sure you have a current record of your decision (only people in South Australia can register on the AODR via their driver's licence registry).

Helping all Australians Discover, Decide and Discuss

Some Australians are unsure about whether their religious or cultural background supports organ and tissue donation.

Christianity, Islam, Buddhism, Judaism and Hinduism all support organ and tissue donation. Very few religions do not.

It's important to know that the organ and tissue donation process can accommodate religious and cultural end of life requirements.

To support people from culturally and linguistically diverse communities in deciding about and discussing organ and tissue donation, the OTA has produced a range of culturally appropriate and in-language resources.

These materials have been developed in consultation with religious and cultural leaders for Australians of Buddhist, Hindu, Islamic, Catholic, Orthodox and Jewish faith and they are available in Vietnamese, Chinese (traditional), Arabic, Turkish, Italian, Spanish, Greek, and English.

The DonateLife AODR brochure is available in 18 different languages. It provides information on the importance of decision-making and family discussion about donation decisions and includes a registration form for the AODR.

You can use these resources as appropriate as part of your DonateLife Week 2016 activities. To view these resources visit donatelifeweek.gov.au or email us at enquiries@donatelifeweek.gov.au.

HELP
PROMOTE
DONATELIFE
WEEK



HELP PROMOTE DONATELIFE WEEK

There are plenty of ways you can show your support and encourage Australians to register their donation decision on the AODR and discuss their decision with their loved ones during DonateLife Week – this might be in your workplace, the local media, on your Facebook and Twitter pages, local schools, hospitals and in your community.

- Share your message on social media
- Promote DonateLife Week in your community
- Encourage registration in your workplace.

Share your Message on Social Media

Facebook

Like and Share the [DonateLifeToday](#) page on Facebook.

You can also motivate people to register their donation decision online during DonateLife Week by encouraging your friends and family to engage in online discussions, posting pictures from DonateLife Week events, and by sharing updates and information. Or you could upload a DonateLife Week banner to your wall or in the status update and encourage your friends to do the same.



You can also add your decision to be an organ donor on Facebook as a 'life event'. Simply go to your profile and under the About section, add a life event and chose Organ Donor. This is another way of sharing your donation decision with your family and friends.

We encourage you to post on your Facebook page. During DonateLife Week your message could be something like:

Take time this #DonateLife Week (Sunday 31 July – Sunday 7 August) to join the Australian Organ Donor Register online and discuss your donation decision with loved ones. Discover, decide, discuss organ and tissue donation. Check out [donatelife.gov.au](#) for info about becoming an organ and tissue donor. #endthewait

OR

Knowing that my loved one was a registered donor helped us make the decision to proceed with donation. Discuss your decision with your family this DonateLife Week. #endthewait #havethechat [donatelife.gov.au](#)

OR

It's DonateLife Week (Sunday 31 July – Sunday 7 August). Discover the facts about organ and tissue donation, make and register your donation decision on the Australian Organ Donor Register, and 'have the chat' with your loved ones about your donation decision. #endthewait [donatelife.gov.au](#)

OR

1500 Australians are waiting for a life-saving transplant. Please register as an organ and tissue donor this DonateLife Week #endthewait [donatelife.gov.au](#)

OR

I registered on the AODR and just had the chat with my family that could one day save a life. This DonateLife Week share your organ and tissue donation decision with your loved ones. #endthewait @havethechat More information at [donatelife.gov.au](#)

HELP PROMOTE DONATELIFE WEEK



You can also encourage your supporters to become DonateLife Facebook fans.

Tag a friend and help spread the word!

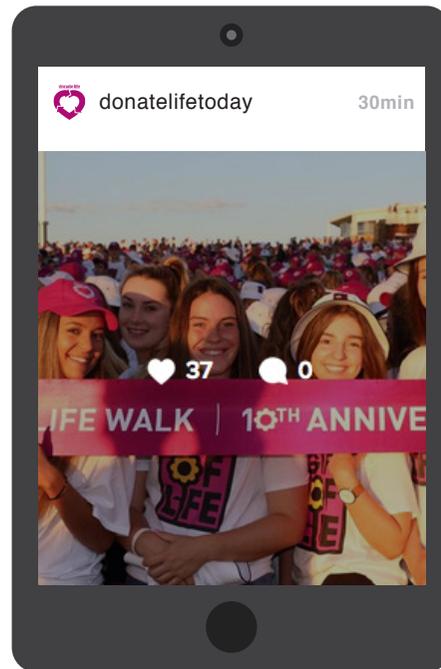
You'll find DonateLife's Facebook page at: facebook.com/DonateLifeAustralia

Instagram

Follow [@DonateLifeToday](https://www.instagram.com/donatelifetoday) on Instagram.

Post photos of your DonateLife Week event.

(Remember to tag [@DonateLifeToday](https://www.instagram.com/donatelifetoday) in any images you post)



Twitter

Follow [@DonateLifeToday](https://twitter.com/DonateLifeToday) on Twitter.

You could also promote DonateLife Week using Twitter by tweeting:

I registered my donation decision online on the AODR during #DonateLife Week (Sunday 31 July – Sunday 7 August). What are you waiting for? #endthewait

OR

I registered & had the chat that could save lives! Share your donation decision with your family this #DonateLife Week (31 July – 7 August) #endthewait

OR

I'm one of 1500 Australians waiting for a life-changing transplant. Please join the AODR online this #DonateLife Week #endthewait

Tweet about DonateLife Week events that your followers may be interested in. You can find out about upcoming DonateLife events at donatelifelife.gov.au/news-events/events

HELP PROMOTE DONATELIFE WEEK



DonateLife Week Hashtags

Make sure you include these campaign hashtags when posting or tweeting about your support for DonateLife Week:

#endthewait

#DonateLife

#organdonation

#havethechat

Hashtags can be used on Facebook, Twitter and Instagram.

Hashtags are like keywords that can be used to organise posts or tweets. They facilitate the searching and grouping of posts that contain the same keywords or phrases.

By including your hashtag in a post or tweet, you are automatically joining the conversation surrounding that tag. Your post will appear in a feed along with all other posts containing the same hashtag.

Below is an example of a tweet using DonateLife Week campaign hashtags:

Donate Life Today **@DonateLifeToday**

Discover, Decide, Discuss: Register your decision online today to transform the lives of 10 or more people **#endthewait #DonateLife #organdonation**

Chat about it on Snapchat

Send your friends a Snapchat to let them know you've registered your donation decision and encourage them to do the same!

Promote DonateLife Week in your community

- Organise a community event or registration drive by having an information stall in your local shopping centre or other major community hubs in your area to a fun run with local sporting groups.
- Add a DonateLife banner to your Twitter or Facebook page and encourage your friends and followers to register their donation decision. Remember to include a link to the AODR.
- Encourage people in your community to use and display DonateLife materials and registration brochures (schools, sporting groups, universities, libraries etc.), as well as on their own websites and social media.
- Encourage local libraries and councils to promote their support for DonateLife Week and provide them with links to DonateLife Week materials.
- Use the DonateLife Week 2016 materials at any public or professional activities that you have planned.
- Share information about your religion's or culture's position in support of organ and tissue donation
- Call your state DonateLife agency and arrange a talk about the importance of registration and family discussion with your community group.

Below are some tips to help get you started:

- Let us know what you're doing – fill in a DonateLife Week event **form** and email it to **enquiries@donatelifegov.au** for promotion on the DonateLife website and social media pages.

HELP PROMOTE DONATELIFE WEEK



Generate publicity

You can help raise awareness of DonateLife Week in your community:

- Ring your local radio station to talk about why joining the AODR is so important and how people can sign up online today.
- Write a letter to the editor of your local paper encouraging your community to register their donation decision on the AODR online today and to discuss their wishes with their family and friends.
- Write an opinion piece for a newspaper or newsletter about making a decision and registering on the AODR. Be sure to sure you include the importance of family discussion of donation decisions.
- Post a blog about why you decided to support organ and tissue donation.
- Contact your local newspaper to organise a photo opportunity to promote one of your DonateLife Week activities.

Thank you for your support. Visit donatelife.gov.au to find out what's happening in your area or contact your local DonateLife Agency.

Encourage registration in your workplace

Your workplace is a great opportunity to start a registration drive during DonateLife Week 2016. You can:

- Download a DonateLife Week poster to display on notice boards in staff rooms, staff changing rooms, restrooms and kitchens.
- Organise a morning tea or lunch to raise awareness and encourage registration and discussion.
- Include information about DonateLife Week 2016 in newsletters or the intranet including a link to the AODR.
- Display registration brochures in your staff room or lunch area.
- Encourage colleagues to use the DonateLife Week email signature images.

Promote DonateLife Week on payslips

You can use the following text on payslips to help promote DonateLife Week 2016:

This DonateLife Week (31 July – 7 August 2016) join the Australian Organ Donor Register online and discuss your decision with your family and friends. To find out how to register and save lives visit donatelife.gov.au

RESOURCES

The below text could be used in your organisation's printed or online newsletters, websites or intranets. You could also use it for a staff information session over a morning tea.

DonateLife Week Sunday 31 July – Sunday 7 August 2016
what are you waiting for? Join the Australian Organ Donor Register online today and save lives.

From Sunday 31 July to Sunday 7 August 2016, Australians are being urged to join the Australian Organ Donor Register (the Register) online and to discuss their donation decision with loved ones.

"[Your Organisation] is proud to be part of DonateLife Week 2016 to support greater awareness of the importance of and ways to register donation decisions on the national Register.

[Your organisation] will be [insert details of any activities your organisation may be involved in during DonateLife Week including date, venue and booking details] to promote the importance of registering your donation decision on the national Register and the need to share your donation decision with family and friends.

[Organisation spokesperson] said, "Joining the national Register is important because it leaves your family in no doubt of your decision to save lives as an organ and tissue donor."

"With one organ and tissue donor able to transform the lives of 10 or more people, DonateLife Week is a great time for us all to join the Register online and have a chat with our loved ones. These two simple steps could one day save lives," said [Organisation spokesperson].

Organ donation is a unique gift. Only around 1% of all hospital deaths are in the specific circumstances where organ donation is possible (around 1,000 deaths in 2015). Many more can become eye and tissue donors as tissues can be donated up to 24 hours after death, regardless of where death occurred.

"Even if you have previously made a decision about organ and tissue donation, DonateLife Week is a great opportunity to remind your family about your donation decision, and to ask and know their decision.

"Last year, 1,241 Australian lives were transformed through the generosity of 435 deceased organ donors and their families who agreed to donation proceeding"

Don't wait. Join the Australian Organ Donor Register online today, and discuss your decision with your family and friends.

DonateLife Week is led by the Organ and Tissue Authority as part of the national DonateLife campaign and supported by community events and activities across Australia.

For more information visit donatelife.gov.au

Engage the media

You can adapt the below media release and issue to local media to generate awareness about DonateLife Week 2016.

[Organisation name] urges [location] Australians to join the Australian Organ Donor Register online to save lives during DonateLife Week 2016

This DonateLife Week [Organisation] is urging (location) residents to join the Australian Organ Donor Register (AODR) online to help end the wait for those in need of a life-saving transplant.

To help encourage more Australians to join the Australian Organ Donor Register online to help save lives [organisation] will be [insert details of any activities your organisation may be involved in during DonateLife Week including date, venue and booking details].

"Registering on the AODR is important because it leaves your family in no doubt of your decision to save lives as an organ and tissue donor," said [spokesperson]

"With around 1,500 Australians on transplant waiting lists today, we need to optimise every donation opportunity to save more lives – we can all do this by joining the Register online and sharing our decision with family and friends."

In Australia, the family will always be asked to confirm the donation decision of their loved one before donation for transplantation can proceed. Families that have discussed and know each other's donation decisions are much more likely to support donation proceeding.

RESOURCES



“We urge all Australians to discover the facts about organ and tissue donation, and to make and register your donation decision on the Australian Organ Donor Register and let your family and friends know your decision.”

DonateLife Week is led by the Organ and Tissue Authority as part of the national DonateLife campaign and supported by community events and activities across Australia.

For more information, visit donatelifegov.au or [organisation name and contact details]

Send an email to your loved ones

Here's a draft email that you can adapt and personalise to send to your family and friends to let them know that you have made a decision about becoming an organ and/or tissue donor, and have registered that decision on the AODR. It's important that you know their decision too so don't forget to ask them whether they have made a decision.

Hi [mum/dad/brother/sister/uncle/aunt/grandparent/friend]

Just wanted to share something with you that is important to me. I've made a decision.

In case you ever need to know, I've decided to become an organ and tissue donor if anything should happen to me. I've registered my decision on the Australian Organ Donor Register but you also need to know because you could be asked to confirm my decision.

So now you know. But what about you? It's important I know what you want, because one day I could be asked to confirm your decision.

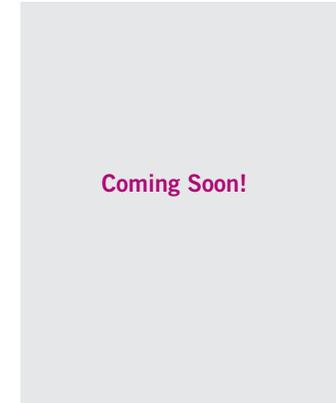
I think it's pretty amazing that one organ and tissue donor can save the lives of up to 10 people, and transform the lives of many more.

I found a lot of helpful information at donatelifegov.au and wanted to share this link with you. What are you waiting for? You too can help end the wait.



DonateLife Week poster

You can download DonateLife Week posters from donatelifegov.au/donatelifeweek and display in your community, workplace or business.



DonateLife Week email signature

An email signature is available for use. You can download the DonateLife Week signature artwork from donatelifegov.au/donatelifeweek.

What are you waiting for?

Join the Australian Organ Donor Register online today | donatelifegov.au



DonateLife Week 2016
SUNDAY 31 JULY – SUNDAY 7 AUGUST

DonateLife Week web banner

A web banner is available for your use. Download this banner from donatelifegov.au/donatelifeweek and use to help promote DonateLife week in your community.

What are you waiting for?

Join the Australian Organ Donor Register online today | donatelifegov.au



DonateLife Week 2016
SUNDAY 31 JULY – SUNDAY 7 AUGUST

DonateLife Week social media artwork

Pre prepared social artwork are available for your use. You can access these at donatelifegov.au/donatelifeweek



The Organ and Tissue Authority leads implementation of the Australian Government's national reform program to increase organ and tissue donation and transplantation. The Organ and Tissue Authority's aim is to: capacity within the health system to maximise donation rates; and, to build community awareness and stakeholder engagement across Australia to promote organ and tissue donation.

The DonatLife Network comprises DonatLife staff in 78 hospitals across Australia and in eight specialist organ and tissue donation agencies. The DonatLife Agencies work within the DonatLife Network to lead a nationally consistent and coordinated service within its jurisdiction, including organ donation coordination services, community awareness and education, and donor family support services.

Thank you for your support in encouraging people in your community to have the chat that saves lives.

Contact us to discuss your plans for DonatLife Week 2016, to find out how we can support your activities and to learn about other ways you can get involved.

Organ and Tissue Authority

Level 6, 221 London Circuit,
Canberra ACT 2600
PO Box 295 Civic Square ACT 2608
T 02 6198 9800
enquiries@donatlife.gov.au

DonatLife ACT

Canberra Hospital,
Building 6, Level 1, Yamba Drive,
Garran ACT 2605
T 02 6174 5625
F 02 6244 2405
organ.donation@act.gov.au

NSW Organ and Tissue Donation Service

Level 6, 4 Belgrave Street,
Kogarah NSW 2217
T 02 8566 1700
F 02 8566 1755
seslhd-nsworgandonation@health.nsw.gov.au

DonatLife NT

1st Floor, Royal Darwin Hospital
Rocklands Drive,
Tiwi NT 0810
T 08 8922 8349
F 08 8944 8096
donatlife@nt.gov.au

DonatLife QLD

Building 1, Level 4,
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199 Ipswich Road,
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T 07 3176 2350
F 07 3176 2999
donatlife@health.qld.gov.au

DonatLife SA

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Adelaide SA 5000
T 08 8207 7117
F 08 8207 7102
donatlifesa@health.sa.gov.au

DonatLife TAS

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Hobart TAS 7000
T 03 6270 2209
F 03 6270 2223
donatlife.tasmania@dhhs.tas.gov.au

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T 03 8317 7400
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